

C. C. Goodman, Geo. Amsperger.

STANDARD
CLOTHING COMPANY,
THIESEN BUILDING.

1905

A
HAPPY
NEW YEARto our friends and
those we wish to
make our friends
during the coming
year.Standard Clothing Co.,
THIESEN BUILDING.

R. K. WHITE,

Watchmaker, Manufacturing Jeweler
and Graduate Optician.
20 S. Palafox Street, Pensacola, Fla.

THE WEATHER.

For Western Florida: Fair
Saturday; Sunday partly cloudy;
light southeast to south winds.

NOTICE.

The Journal's Want Advertising has increased to such an extent that it now becomes necessary to run that department of the paper on a strictly cash basis. The Want Advertising is run so cheap, and the accounts, scattered among hundreds of persons, are each in themselves so small, that the expense of the book-keeping and collecting for this department exceeds all its profits.

Therefore, beginning January 1, all Want Advertising must be paid cash in advance, as no accounts will be kept for that department.

TERSELY TOLD.

Mr. and Mrs. J. M. Griffin, of 222 West Zarragosa street, are the happy parents of a baby boy, born yesterday morning.

Mr. and Mrs. R. W. Crutcher, of Louisville, are among the visitors in the city who are registered at the Merchants.

J. R. Alford, of Hartford, Ala., a prominent naval stores operator of the south, was in the city yesterday on a short business visit.

Mrs. W. T. King has leased the upper floors of the National Hotel, which has recently been suspended owing to the ill health of the proprietress, and will in future conduct a boarding house at that place.

Chief Schach has in his possession a gold star, evidently a lodge emblem of some nature. The medal was found upon the streets and turned over to the marshal, and can be secured by the owner upon proving the property.

The basketball teams of Public School No. 1 and the Armstrong School played an interesting game yesterday afternoon at the gymnasium of the latter, which resulted in a score of 15 to 12 in favor of the Public School team.

Naomi Rebekah Lodge, No. 10, I. O. O. F., will have an installation of officers Monday night, when those recently elected to office in the lodge will be installed. All visiting members are cordially invited to be present.

The steamer Tarpon reached port yesterday morning on the regular trip from St. Andrews, Millville, and other points and brought a number of passengers and good cargo. She will go out tonight for Mobile, and will carry as cargo the merry-go-round which has been here for two or three weeks and about 28,000 pounds of miscellaneous freight.

Always Remember the Full Name
Laxative Bromo Quinine
Cures a Cold in One Day, Grip in 2 Days
on every box 25c

New Year's Ball

at Armory Hall,
MONDAY, JAN. 2nd.

Given by the Escambia Rifles. Music by Chaffers' Orchestra.
Largest and Best Hall in the City.

ADMISSION. 25 cents.

A GOOD YEAR, SAY PENSACOLA BUSINESS MEN

THEY SPEAK IN GLOWING TERMS
OF BUSINESS INCREASES FOR
THE PAST YEAR AND OF THE
BRIGHT PROSPECTS FOR THE
YEAR 1905.

Nothing forms better evidence as to the true condition of the business of a community than the testimony of the men who do the business and who help to make the community what it is.

Believing that an expression from the business men of Pensacola concerning the condition of their respective businesses for the past year would make appropriate reading for the first day of the New Year, The Journal interviewed a few of them on the subject. Owing to the extreme pressure of work and business among the men themselves, incident to the closing of the old year and to limited time on the part of The Journal itself, it was found impossible to see all of the merchants, but those who could be seen and who could spare time for an interview had some very good things to say of business conditions for the year. Their testimony, which is given below, speaks more eloquently than The Journal could possibly do of the good times of the past year and the better times which all expect for the present one.

Elwood de la Rua.

The following expressions from Elwood de la Rua, manager of the dry goods department of Wm. Johnson & Son's "Big Store," are very gratifying to say the least. Mr. de la Rua said: "We have every reason to feel proud of the year's business. The increase over the previous year will exceed, without a doubt, 25 per cent. Our holiday trade was 50 per cent better than it was in 1903. I have no hesitancy in saying that increased advertising in The Journal brought us the business. Some of our ads in The Journal brought in at times larger crowds than we were prepared to



ELWOOD DE LA RUA,
Manager Dry Goods Department of
Wm. Johnson & Son.

handle. Our ads in The Journal have been profitable for two reasons—first, because we have the stock to back up just what we represent in our ads, and secondly, because The Journal covers just the field we want to reach, both inside the city and in the surrounding country. I think that indications for good business in 1905 are very bright. We are so confident of that fact, that we will buy a much larger stock. We sold a more expensive grade of goods in 1904 than ever before. It was an experiment with us, but one which proved to be a success."

Amsperger & Goodman.

Messrs. Amsperger & Goodman, of the Standard Clothing Co., report a good business since the advent of the firm. They have sufficient confidence in the city's future to prepare of a larger business this year. Mr. Amsperger will shortly leave for New York, and he will purchase a tremendous stock. Both Mr. Goodman and Mr. Amsperger say unhesitatingly that their advertising in The Journal has been successful.

John White.

Everyone knows John White, as he has been in business in Pensacola for over 26 years. He says: "Every year since I have been in business my trade was larger than the one before, and I notice that each year there



JAMES A. WHITE,
Manager of the Popular Firm of John
White, the Clothier.

is a greater demand for good goods and less for cheap stock. I take this to be a good indication that everyone has money and everyone feels encouraged to spend it as there is a bright future ahead."

"But, Mr. White," queried The Journal representative, "won't you admit that the increase of 1904 over 1903 was larger than the increase of 1903 over that of 1902?"

"Oh, yes, and I suppose advertising had something to do with it. The future of Pensacola is so well assured that no power on earth can hold it back. In a few years we will double our present population."

Sol. Cahn & Co.

My business has shown an increase every year since I have been in business, but I will admit that this year's increase over the increase of other years is larger. The fleet, of course, had something to do with it. This year's increase was (conservatively estimated) about 15 or 20 per cent. over the previous year. There was more money in Pensacola than ever before. Prospects are good for this year and we have accordingly bought heavily. There are more people here and more will come next year. The city is better advertised. Our advertising in The Journal is certainly due part of the credit for the increase.

J. M. Coe.

"Yes, my business was better than it was the previous year. This is particularly true of the holiday trade, and still I did not sell toys this year as I had to make room for other articles. I attribute this to better all-around conditions. There is a hopeful feeling prevailing which has made people spend more money and invest more. Our advertising has been much better and the turpentine industry had done a great deal for Pensacola. I might add too, that my store service has been better than ever before and my stock larger. I regard advertising practically as a necessity for any merchant. If he gives it the proper attention it will undoubtedly help him to keep up with his stock and detect the near points in it and thereby give him a chance to strengthen them. The Journal advertising has undoubtedly been profitable to me."

C. R. Johnson.

C. R. Johnson, proprietor of the Gem Book Store says: "Yes, my business of 1904 exceeds that of 1903. This is especially true of the holiday trade. I believe next year will be even better. The tourist trade last year was larger than ever, and so far this winter it looks very much as if the tourist trade in Pensacola will be still larger yet. I attribute this to the remarkably good advertising that Pensacola has had during the past year. Advertising is the oil which keeps the wheels running. Some merchants, when cutting down expenses begin by cutting out the advertising. This is a mistake; when business is dull that is a stronger reason why the business needs advertising. The results I have had from The Journal advertising have been very gratifying and I am very much encouraged to go after more business this year."

James T. Gerelds.

"The firm of Rosenau & Gerelds is more than pleased with last year's business. It was above our expectations. Yes, we have more customers and more friends and we have made more money than we did the year previous. We worked hard to bring about this condition of affairs, adopted a pleasing policy, and give the public



JAMES T. GERELDS,
Partner of the Popular Firm of Rosenau & Gerelds.

good service. We made improvements in our grocery store which gave us more room for the holidays and we are pleased with the holiday trade. We can trace results directly to our ads in The Journal; in fact, it frequently happens that some one will come in to make purchases with our ad in their hand. We shall undoubtedly continue our advertising in The Journal."

N. G. Forsheimer.

Although the business of the Boston Shoe Store has increased every year since its existence, this year's increase was decidedly larger than all others. Our advertising in The Journal was profitable. We are firm believers in newspaper advertising and are entirely satisfied with results obtained from The Journal advertising. We had a large stock this year, larger than ever before. Conditions here are such that we certainly expect to do even a better business this year."

James McHugh.

Both my grocery and shoe business show an increase over all previous years. My advertising in The Journal was undoubtedly profitable. Conditions in Pensacola were never



JAMES McHUGH,
Proprietor of New Orleans Grocery
Company.

better. Every person who wanted employment got it. Money was plentiful, and there has been a steady influx of settlers. The city is better advertised, and many western capitalists are investing money in West Florida soil. Nothing can check the city's growth. The New Year will be a record breaker with us all."

H. O. Anson.

I am not in a position yet to make a comparison of this year's business as compared to last year's business. But I will say that I spent more money this year than in any one year before, and I don't see where I am any worse off. In fact, I have more stock, and a better stock and better trade than ever before. My advertising in The Journal has certainly been profitable. My advertising expense was unusually large this year, but I have absolutely nothing to regret; in fact, I never felt better, my business affairs were never more satisfactory, my prospects never brighter. I realize that newspaper advertising is as necessary to business as clerk hire, store rent, and license. I am also glad to say that I find a greater demand for better goods and I consider that a very good sign for future prospects. You may say for me that I never felt more hopeful and had less complaint to make."

E. L. Reese.

Since I have had charge of Wm. Johnson & Son's clothing and shoe department we had never had a better year than the one just passed. I attribute this to the fact that we carry the stock and are not afraid to tell the public what we have. The Journal



E. L. REESE,
Manager Clothing Department of Wm.
Johnson & Son.

has been our best salesman. We have been very well pleased with The Journal's circulation. It seems to cover the territory perfectly and we have made some extensive preparations for a bigger business."

W. J. & B. Forbes.

W. J. Forbes, of the department store of W. J. & B. Forbes, said: "Of course, I cannot give you accurate figures, but I will say that our business for 1904 was much better than the year previous. I attribute this to healthy increase in population, the wonderful developments in the turpentine industries and the efforts of the newspapers. I believe this year will be even better; there is no reason why it should not, as conditions were never better. I am entirely satisfied with our advertising in The Journal and know that it was very profitable to us. We are preparing for a bigger trade this year. From what I know, I believe the projected railroad will reach Pensacola in the near future."

H. P. Newman.

H. P. Newman, manager of the Meyer Shoe Co., says that his business was far ahead of the previous



H. P. NEUMAN,
Manager of The Meyer Shoe Co.

year, both city and country business. "This is particularly true of the holiday trade," said Mr. Newman. "The people of Pensacola and vicinity watch The Journal for our advertising and they already know that what we advertise is absolutely correct and just as represented. We always substantiate our advertising with the goods. If we advertise a five dollar shoe for one dollar and a half, we mean just what we say. We do not try to make the public believe that we are selling a five dollar shoe at reduced price and then shove off something else on them. We have established a nice mail order business. We are firm believers in printers' ink as the necessary stimulant for business and we spent many hundreds that way during last year. We are preparing for a larger trade this year and have already placed our orders with the factories."

L. S. Brown.

The close of the year 1904 marks a very prosperous one for Pensacola, and especially those who have invested in her real estate.

We have had inquiries for property from far away as Canada, and have closed a number of deals in the past six months. So far as we know, each of the contracting parties have been highly pleased.

There has been no boom, but a steady demand for both vacant and improved properties in and near this city.

We have had no trouble in selling properties listed with us, in fact, we cannot get it fast enough.

Pensacola is rapidly forging ahead, and I cannot help but feel that this will be a great city, even before the completion of the Panama Canal.

Take the building that is going on at the present time; never before in the history of this city has such activity been shown in this particular line. Some handsome homes are in the South, are now being constructed; several new business houses also undergoing completion.

I think that within another year, there will be a greater and even more wonderful improvement.

The Journal is Grateful.

These interviews, coming as they do from the foremost business men of the city, all of whom are among The Journal's best advertisers, all of whom used more space last year than they had ever done before, and part of whom used that space exclusively in The Journal, are very gratifying to The Journal, as indeed they ought to be to every one who is interested in the city. Their words are full of cheer for the future as well as satisfaction for the past. Now for New Year and a good year for all.

A BALD NEWSPAPER MAN.

Getting a New Crop of Hair, and Has No More Dandruff.

Everybody in the Northwest knows Col. Daniel Searles, the veteran journalist and publisher of Butte, Mont. January 10, 1900, the Colonel writes: "I used a couple of bottles of Newbro's Herpicide with marvelous results. The dandruff disappeared; a new crop of hair has taken root, and the bald spot is rapidly being covered." Herpicide is the only hair preparation that kills the dandruff germ, that digs up the scalp in scales as it burrows its way to the root of the hair, where it destroys the vitality of the hair, causing the hair to fall out. Kill the dandruff germ with Herpicide. Sold by leading druggists. For sale by W. A. D'Alemberte, druggist and apothecary, 121 S. Palafox. Send 10 cents in stamps for sample to The Herpicide Company, Detroit, Mich.

CAPT. BENNIE EDMUNDSON

**FISHING AND
HUNTING!
CHEAP
EXCURSIONS!**

TO ALL POINTS OF INTEREST!
Launches "Robt. L. E." "Nancy,"
"Eolua S." "Cupid." Phone, 704.
Berth at City Wharf.

KILL THE COUGH AND CURE THE LUNGS

WITH **Dr. King's
New Discovery**

FOR CONSUMPTION
CROUPS and
COLD
Price
50c & \$1.00
Free Trial.

Swiftest and Quickest Cure for all
THROAT and LUNG TROUBLES,
or MONEY BACK.

Read The Journal's Want Columns.

FORBES

The Quality Store.

Monday, Jan. 2nd,
8:30 Sharp,

**WE INAUGURATE OUR
Semi-Annual Clearing Sale**
FINE SWISS AND NAINSOOK

EMBROIDERIES

4 TO 14 INCHES WIDE,

Worth 35 to 90c yard

NOT A YARD RESERVED,

at **25c yd**

You have attended these great Embroidery fetes semi-annually for six years. You know what they are and what they mean in savings. If there is a woman in Pensacola who does not, we want her to attend this one and get acquainted.

See Them in Our Big Show Window.

French Toilet Soap

Special

SIX GROSS

IMPERIAL VIOLET TOILET SOAP!

The kind you always pay a Quarter for,

MONDAY, TUESDAY and WEDNESDAY,

15c Box

or Two Boxes for 25 cents.

Yours for Quality,

W. J. & B. FORBES

Stop! Think! Investigate!

\$1,000 HOME

Paid For in 10 Years at \$7.50 a Month

FOUR PER CENT SIMPLE INTEREST. THERE IS NO REASON WHY YOU CAN'T OWN YOUR OWN HOME.

THE STANDARD TRUST COMPANY does the business (incorporated).

We are here to explain. We also have some bargains in real estate to offer.

Call on or write this office.

Abbott & Clutter, Mgrs.

308 THIESEN BUILDING, PENSACOLA, FLA.

A DOLLAR'S WORTH FOR A DOLLAR.

We Wish You a Full Measure of Happiness

for Every One of the 365

Days in the New Year, 1905,

and earnestly thank you for your patronage during the old year, 1904.

John White,

OUTFITTER TO MEN AND BOYS,

205-207 South Palafox Street, Pensacola, Florida.
Phone 225.

Quality of Furniture -

Is Desired

as much, or more, than other articles, so, since you buy once for a long period, might just as well get the best. Our Furniture we guarantee to be as represented—honest material honestly made. We have them made of oak, and you'll be surprised how we can afford to sell them so cheaply. Others at \$15 to \$65.

MARSTON & QUINA,

08-110 South Palafox St. Phone 149. Pensacola, Fla.

READ THE JOURNAL'S WANT COLUMNS.